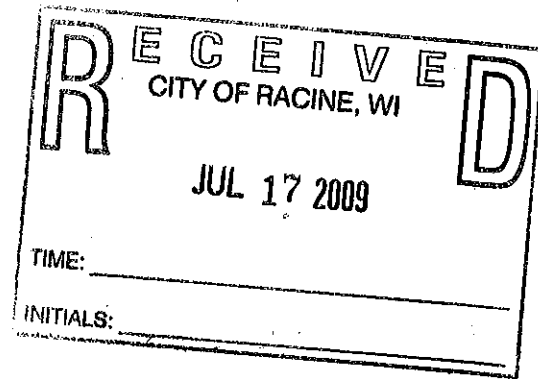


For the premises located at 420 Sixth St., Racine, WI 53403



Introduction:

The purpose of our business, Lakeside Pantry, is to serve the local community with a safe, clean and convenient one-stop store.

I, Caroline Chun, am the president of this establishment and James Chun will be the manager of the store. I have over 10 years of experience managing a retail store that sold everything from cards to packaged dry snacks and candy to high end novelty gift products. I go to small and large trade/gift shows a few times a year and I was in charge of finding the best brand name and the highest quality of cards and gift items that were not only affordable but also unique. James and I have over 45 years of business experience combined which includes managing a pharmacy, overseeing a liquor business for several years, and owning a retail establishment (card and gift store) for over 10 years.

The advantage that we have over our competitors is that we offer people a variety of consumer products with convenience so that they don't need to go to a supermarket. Also, our pricing is going to be very competitive relative to the local stores in the area. We have relationships with multiple wholesalers which will give us greater access to a variety of products. All of our products will be fresh and the store will be kept clean at all times.

Customer Parking: We have plenty of parking available for customers directly in front with parking meters and also the back of our store.

Marketing:

This will be a store consisting of about 25%-30% beer and wine and 70-75% general merchandise which will include, but not limited to, soda, coffee, and other non-alcoholic beverages, as well as pre-packaged snacks and other food to the customers. Beer will be sold as a 6-pack and we will only sell imported and brand named alcohol. Wine will also be imported or brand named and will be sold in full sizes. We're looking to sell beer and wine to families, parties, at home, people of legal age. We will also provide household items such as cleaning supplies, toiletries and everyday kitchen items.

A convenience store growth is an evolving industry with strong customer demand. People are on the go and when it comes to either feeding their hunger or searching for a gift, we provide the best service in a clean and friendly environment. So long as people have birthdays and have a hunger to feed or thirst to quench our industry will continue to serve a growing population.